

Ready4K

**Text messages
to boost your
child's learning.**



Supporting summer learning and breaking new intellectual ground with evidence-based text messages for parents

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- Text messaging curriculum for parents
 - Developed and administered by ParentPowered
 - Support parents’ default home engagement behaviors
 - Exploit everyday learning opportunities in fun and easy ways
 - Draws on research in child development, positive parenting, and adopting healthy behaviors
 - Well-established curriculum design principles, such as “shaping” and “spiraling”
 - Aligned to state early learning standards (including WMELS)
 - Currently available in English & Spanish

3 texts per week

Monday:
FACT

Inform and
motivate
parents

Wednesday:
TIP

Activities that
build on family
routines

Friday:
GROWTH

Reinforce,
encourage
and extend

Project partners

- ParentPowered Public Benefit Corporation
- Wilson Sheehan Lab for Economic Opportunities (LEO), a research center at the University of Notre Dame
 - LEO’s vision: Reduce poverty and improve lives through evidence-based programs and policies
 - We **partner** with social services agencies, to conduct academic-quality **evaluations**, and ultimately **inform** policymakers and service providers
- Wisconsin Department of Children and Families and Department of Public Instruction
- Read to Lead Council
- Participating School Districts

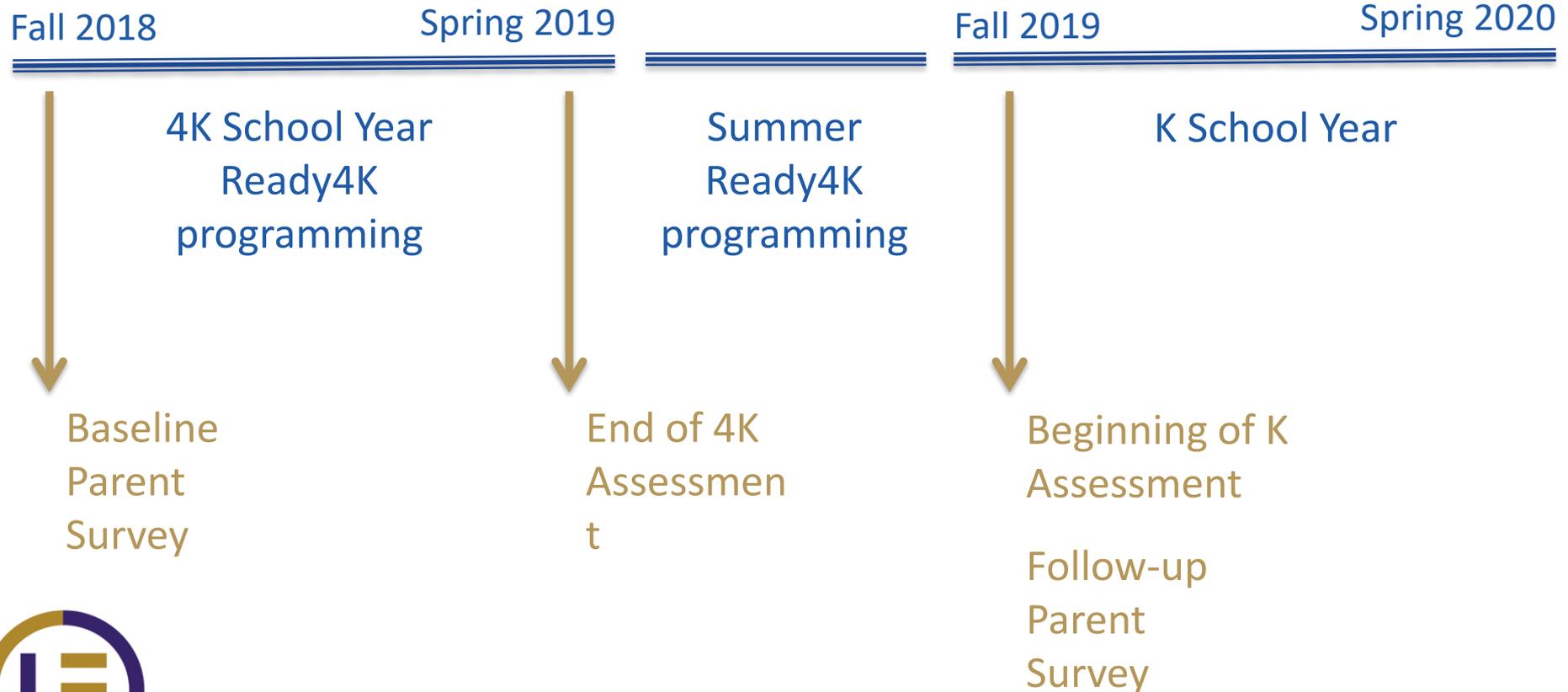


The Wisconsin project

- Innovative, new summer programming in the Ready4K model, including a tailored version
 - Does parent participation in a text-messaging program in the summer months before kindergarten impact parents' home literacy behaviors and children's kindergarten entry literacy skills?
 - Does a tailored summer program, with specific content for the geographic area, affect parents' behaviors and kindergarten entry literacy skills differentially from a general summer program?
- A large, diverse sample across large Wisconsin districts
 - Is there variation in program impact by characteristics of the preschool setting or characteristics of the child and family?
- Also, the ability to follow students' longer-term outcomes
 - Do the effects of parent participation in the program persist into the later grades?



Project timeline



Benefits of the project

- Families will receive valuable activity ideas and links to local resources during summer, when achievement gaps often grow, at no cost
- Each district will get comprehensive implementation support, ongoing support, and a customized Ready4K program with localized links at no cost
- After the study period, districts will continue to have free access to the core version of the Ready4K program
- The State and districts will be helping to break important new research ground on how to support families during the critical summer months before kindergarten entry
- LEO and ParentPowered will provide over \$415,000 in pro bono support

Project update

- We are currently working with four participating school districts, with coverage of approximately 2,000 4K families.
- Four additional school districts are considering participation in the project, including two pending applications to conduct research in the respective districts.
- We are finalizing data-sharing agreements with participating districts.
- We are conducting recruitment and enrolling families in the academic-year Ready4K program in the participating districts.
- ParentPowered PBC has developed the summer texting program content, and is exploring options for translation of the programming into Hmong.

Project support

- ParentPowered PBC is providing 80% support for project costs, including creation of the custom summer texting programs, implementation support, monthly staff support time, and Ready4K service costs.
- LEO is contributing resources and securing external funding for staffing, travel, and parent survey costs to conduct the study with both existing and newly collected data sources.



Budget proposal

Figure 1: Pro bono support provided by ParentPowered PBC (and required contribution)

Creation of custom Ready4K summer texting programs for four WI communities (with links to local resources)	\$ 50,000.00
Ready4K Implementation support and setup fees	\$ 10,000.00
Monthly staff support time (through summer of 2019)	\$ 10,000.00
Travel (two trips to Wisconsin during study period by two staff members)	\$ 10,000.00
<u>Ready4K service costs (e.g., technology hosting and text message sending costs)</u>	<u>\$ 37,270.05</u>
Total costs	\$117,270.05
<u>Portion covered by ParentPowered PBC (80%)</u>	<u>\$ 93,670.05</u>
Required contribution to make the study viable	\$ 23,600.00

**As another benefit, beyond the study period, all participating communities will have free access to core version of Ready4K.*



Budget proposal

Figure 2. LEO study costs

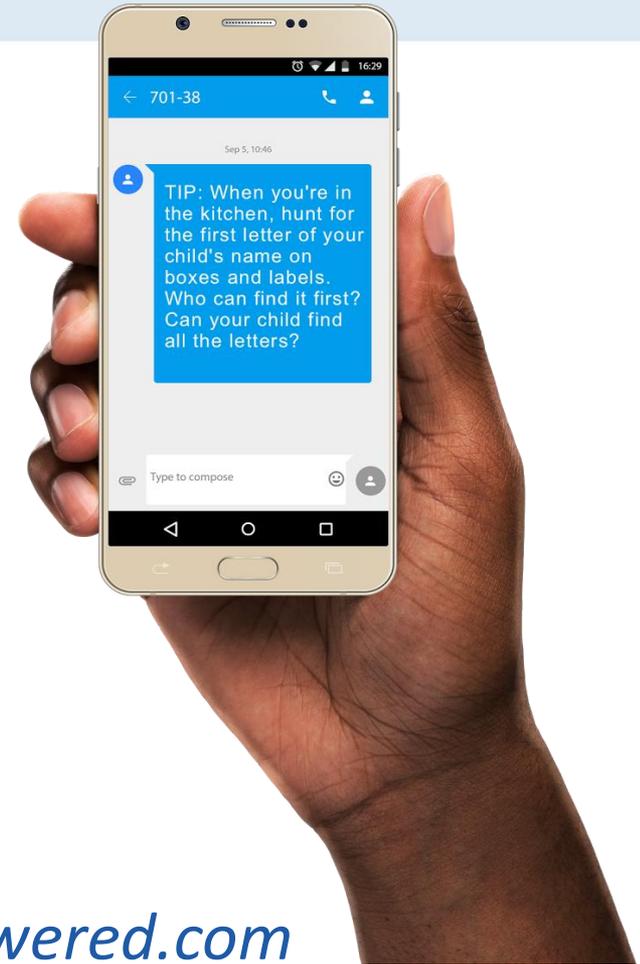
	2-year Study Period (approximately May 1, 2018 – April 30, 2020)
<i>Baseline Study Costs (to be covered by LEO)</i>	
Personnel – salary coverage (including fringe benefits)	\$127,000 - 25% FTE PI/co-PI researcher time - 25% FTE research associate/project manager time - ~600 hours of undergraduate research assistant time
Travel	\$6,000
<i>Additional Costs for Parent Survey (external funding that needs to be secured; the LEO team will seek funding for the survey)</i>	
Incentives – for parent participation in a parent survey	\$50,000 - baseline & follow-up waves of data collection - ~5,000 parents x \$5 incentive x 2 waves
Incentives – for site facilitation of study (including parent survey)	\$16,000 - baseline & follow-up waves of data collection - ~160 sites (centers, schools) x \$50 incentive x 2 waves
Psychometric Consultant – for development and refinement of parent survey	\$10,000
Direct Costs	\$209,000
Indirect Costs	\$113,900
LEO Study Total	\$322,900



Thank you!

Ready4K

Any questions?



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Ready4K is a program of ParentPowered Public Benefit Corporation